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[0023] According to the present invention, a communication device of distribution base station of an advertisement or the like for distributing advertisement information to another communication device of a user or the like is disclosed, which is configured to: distribute the advertisement information and advertisement identification information unique to the advertisement information to the other communication device; obtain an address of an distribution destination and stores the obtained address in association with the distributed advertisement identification information in a storage unit; when currently and newly receiving an address of another communication device, compare the advertisement identification information which is stored in association with the newly received address with advertisement identification information which is currently planned to be distributed; and when the two pieces of advertisement identification information in the comparing do not match, distribute the advertisement identification information which is currently planned to be distributed to the other communication device, and thereby an overlapped transmission of the same advertisement information to the communication device of the user can be prevented, and a problem of occupying storage unit (memory, etc.) of the communication device of the user with the information of the advertisement distributed from the distribution base station can be resolved. Moreover, a push-type information distribution system can be provided which does not excessively occupy the communication traffic.

[0055] The recording device 986 can store the advertisement identification information distributed via the transmission and reception means 957 in association with the address which is the distribution destination of the distribution.

[0065] FIG. 8 is a drawing showing how the distribution history of information for each of the portable terminals is managed in the distribution base station 90.

[0066] In the distribution track record terminal list which is recorded in the recording unit 986 of the distribution base station 90, the device address (unique identification information such as telephone number or MAC Address) of the terminals that has the track record of distributing the information in the past as well as the distribution history table pointer to the space in which the history information of transmitting the information to the device address is stored are stored as a list.